



News Release

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SBA and AARP Announce “Summer of Encore Mentoring” Events for Entrepreneurs Age 50 and Older

WASHINGTON – The U.S. Small Business Administration and AARP are partnering to host “Summer of Encore Mentoring” educational events for older Americans who want to start or expand small businesses. These local events will take place during the months of June, July and August.

“AARP has been a great partner in helping encore entrepreneurs not just to retire, but also to rewire,” said SBA Administrator Maria Contreras-Sweet. “These entrepreneurs more often have the experience and wisdom to reach for their dreams of running a small business, and we want to help them reach that dream and change the world.”

The “Summer of Encore Mentoring” is part of a joint initiative by the SBA and AARP to promote entrepreneurship among individuals ages 50 and older. Building on the success of Mentor Months in April 2013 and April 2014, the SBA and AARP are hosting a series of events across the country to match encore entrepreneurs with mentors, business owners and community leaders who have small business experience and can provide advice, expertise and technical assistance.

The “Summer of Encore Mentoring” events will also help connect encore entrepreneurs with mentors from the SBA’s resource partner network of [Small Business Development Centers](#) (SBDCs), [Women’s Business Centers](#) (WBCs), and [SCORE](#) chapters who can help with every stage of a business’ life cycle.

“AARP is delighted with our ongoing relationship with the Small Business Administration. This collaboration enables us to offer resources and education to help the 50-plus create businesses and jobs in their communities,” said Nancy LeaMond, Executive Vice President of AARP Community, State, and National Affairs.

A survey of 1,400 business owners who incorporated their business in 2012 found that two-thirds of respondents over age 60 had previously started a company. Ten percent of these entrepreneurs had even started five prior companies. Small business owners with long-term counselors see bigger sales, hire more workers and have more longevity.

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Three Encore Entrepreneur events are scheduled in West Virginia; June 11, July 9 and August 20 at the WV State University Economic Development Center in Charleston. Go to www.sba.gov/wv and look under the Find Events and Workshops in Your Area calendar. To locate additional events throughout the country, go to www.sba.gov/encore. Since the collaboration began in 2012, the SBA and AARP have educated more than 300,000 existing and budding encore entrepreneurs.

In addition to the in-person events, AARP and SBA will host an Encore Entrepreneur Webinar Series on the topics of writing a business plan, financing and marketing a small business, as well as a Q&A with small business owners and mentors. For more information about the webinars, visit www.aarp.org/MoneyWebinars.

To learn more about encore entrepreneurship, visit www.sba.gov/encore or www.aarp.org/StartaBusiness.

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